



TO: Prospective Offerors

DATE: September 25, 2018

SUBJECT: RFP NO. RFP-AIMS-RESEARCH/EHVC/2018

REQUEST FOR PROPOSALS: SECONDARY RESEARCH ON EDIBLE HORTICULTURE VALUE CHAINS CONSULTANCY

The Cooperative Housing Foundation, doing business as Global Communities, implements a United States Department of Agriculture (USDA) funded Agribusiness Investment for Market Stimulation (AIMS) Program. The program seeks to bolster trade in key agricultural value chains in Kenya, Tanzania and Malawi by increasing access to finance and markets for small and medium-sized agribusinesses (A-SMEs). AIMS works with stakeholders to channel A-SMEs into commercial agricultural streams, such as financial linkages, value-added processing and commodity trade, to meet intermediate and end-market demand.

To increase and bolster access to finance for A-SMEs, Global Communities works with financial institutions supporting A-SMEs. This is done by enhancing staff agribusiness finance skills through capacity building. One of the key areas of focus is loan product development in line with the market needs.

In this regard, AIMS is working with one of the commercial banks in Kenya to support them in development of agribusiness financial products. To accomplish this AIMS seeks a short term consultant engagement to conduct an extensive secondary research and stakeholder consultations with the aim of establishing various product offerings in the banking sector targeting edible horticulture value chains, these products attributes, suitability and gaps in addressing A-SMEs needs to inform the product development process.

Interested firms should submit their proposals electronically in accordance with the language of the solicitation to the address specified. The proposals must be received no later than **October 2, 2018**.

Responding firms are advised that this solicitation does not in any way obligate Global Communities to make a contract award or compensate the responding firms for any costs associated with the preparation and submission of their proposals.

Any questions or requests for information should be addressed in writing by no later than **September 28, 2018**, to keconsultancy@globalcommunities.org and cc fkimanzi@globalcommunities.org

Any information given to one prospective offeror concerning this solicitation will be furnished to all such offerors as an amendment of the solicitation.

Please e-mail Global Communities at keconsultancy@globalcommunities.org and cc fkimanzi@globalcommunities.org of your intent to propose at the earliest practicable date, so that we may anticipate the number of proposals to be evaluated and also to enable Global Communities to share with you on any subsequent correspondences regarding this RFP.

REQUEST FOR PROPOSAL (RFP)	
RFP NUMBER: RFP-AIMS-RESEARCH/EHVC/2018	ISSUE DATE: SEPTEMBER 25, 2018
CLIENT: United States Department of Agriculture	PROGRAM: Agribusiness Investment for Market Stimulation (AIMS)
<u>SECONDARY RESEARCH ON EDIBLE HORTICULTURE VALUE CHAINS</u>	
ISSUED BY: Cooperative Housing Foundation, doing business as Global Communities 227 Grevillea Grove, Westlands P.O Box 1661 - 000606, Nairobi, Kenya Attention: Senior Procurement and Operations Officer	PROPOSAL DUE DATE: September 25, 2018 QUESTIONS DEADLINE: September 28, 2018
This Request for Proposal contains the following sections:	
Part 1	Instructions to Offerors
Part 2	Evaluation Factors for Award

Part 3	Scope of Work
Part 4 Annexes	Annex A – Evidence of Responsibility Annex B – Budget Template

Part 1: Instructions to Offerors

I. GENERAL INSTRUCTIONS TO OFFERORS

- A. The Offeror is requested to submit a proposal directly responsive to the terms, conditions, and clauses of this RFP. Proposals not conforming to this solicitation may be categorized as unacceptable, thereby eliminating them from further consideration.
- B. Proposals must remain valid for a minimum of sixty (60) days. The Offeror should submit its proposal by the following means:
1. Electronically - Internet email with up to 2 attachments (2MB limit) per email compatible with MS WORD, Excel, and Adobe Acrobat in a MS Windows environment to: keconsultancy@globalcommunities.org and cc fkimanzi@globalcommunities.org
 2. The overall proposal shall consist of two (2) physically separated parts, as follows: Volume I – Technical Proposal; and Volume II – Cost Proposal. Technical Proposals must not make reference to pricing.
- C. The bidder must submit the following mandatory documents as part of the attachment to the proposal:
1. Copy of certificate of incorporation /registration
 2. A copy of current and valid Tax Compliance Certificate
 3. PIN certificate
- D. Alternative proposals will not be considered.
- E. Any proposal received in response to this solicitation will be reviewed strictly as submitted and in accordance with the evaluation criteria specified in Part 2, Evaluation Factors for Award.
- F. The person signing the Offeror's proposal must have the authority to commit the Offeror to all the provisions of the Offeror's proposal.
- G. Global Communities is not obligated to make an award or to pay for any costs incurred by the Offeror in preparation of a proposal in response hereto.
- H. The Offeror should submit its best proposal initially as Global Communities intends to evaluate proposals and make an award without discussions. However, Global Communities reserves the right to conduct discussions should Global Communities deem it necessary.

- I. Proposals must be clearly and concisely written and must describe and define the Offeror's understanding and compliance with the requirements contained in Statement of Work, which can be found in Part 3 of this RFP. The proposal should clearly address each of the evaluation factors set forth in Part 2. All pages of each volume (cost and technical) must be sequentially numbered and identified with the name of the Offeror and the RFP number.

II. SPECIAL RFP CONSIDERATIONS

- A. This RFP is open to interested Offerors registered for business that have relevant work experience and qualification
- B. The anticipated type of contract to be awarded under this solicitation is fixed price. For the purposes of cost analysis, Offerors must prepare a detailed budget in accordance with Subpart IV below "Instructions for the Preparation of the Cost Proposal."
- C. Unnecessarily elaborate brochures or other presentations beyond those sufficient to present a complete and effective response to this solicitation are not desired and may be construed as an indication of the Offeror's lack of cost consciousness. Elaborate art work, expensive paper and bindings, and expensive visual and other presentation aids are neither necessary nor desired.
- D. Offerors are informed that Global Communities complies with U.S. Sanctions and Embargo laws and Regulations including Executive Order 13224 on Terrorist Financing, which effectively prohibit transactions with persons or entities that commit, threaten to commit or support terrorism. Any person or entity that participates in this bidding process, either as a prime or sub to the prime, must certify as part of the bid that he or it is not on the U.S. Department of Treasury Office of Foreign Assets Control (OFAC) Specially Designated Nationals (SDN) List and is eligible to participate. Global Communities shall disqualify any bid received from a person or entity that is found to be on the List or otherwise ineligible.

Firms or individuals that are included on the Excluded Parties List System (www.epls.gov) shall not be eligible for financing and shall not be used to provide any commodities or services contemplated by this RFP.

III. INSTRUCTIONS FOR THE PREPARATION OF THE TECHNICAL PROPOSAL

- A. The Technical Proposal should provide a straightforward, concise delineation of how the Offeror intends to carry out and satisfy the requirements of the SCOPE OF WORK described in A.2 of Part 3 – Form of Contract. No contractual price information

is to be included in the Offeror's technical proposal in order that it will be evaluated strictly on its technical merit.

- B. Technical proposals shall be limited to 15 pages in total. Pages in excess of 15 pages will not be read or evaluated. The front and back of a single page shall be counted as two pages when information is provided on both the front and back sides of a single sheet. Detailed information should be presented only when required by specific RFP instructions. Items such as graphs, charts, tables may be used as appropriate but will be considered part of the page limitation. **Key personnel resumes, dividers, and past performance report forms are not included in the page limitation.** No material may be incorporated in the proposal by reference, attachment, appendix, etc. to circumvent the page limitation.
- C. Technical Proposals shall be written in English, typed on standard A4 size paper, single spaced, only 12 font type may be used, with each page numbered consecutively. Page margins shall be a minimum of one inch at the top, bottom and each side.
- D. The technical proposal should include the following:

1. Technical Approach

The Offeror shall demonstrate its understanding, ability and overall approach to performing the requirements described in the SCOPE OF WORK. The technical approach should include:

- a) Understanding of the Scope of Work(SOW)
- b) Proposed approach in conducting secondary research on edible horticulture A-SMEs finance needs.
- c) Proposed approach in conducting research on existing edible horticulture finance products in the market.
- d) The proposed work plan

2. Team Composition and Qualifications

The Offeror shall identify in summary format the names and anticipated positions of the individuals proposed to perform the requirements described in the SCOPE OF WORK in Part 3. The Offeror shall indicate the level of effort for each proposed person who will perform under the contract. The Offeror shall submit a complete and current resume for each proposed professional employee (not exceeding 3 pages each) who will be carrying out the work if award is made. These resumes must clearly describe the individuals' education, experience, and professional credentials.

3. Organizational Capacity and Past Performance

The Offeror shall demonstrate the following:

Part 1. Capacity:

- a. Specialized competence the organization possesses with regard to the requirements described in the SCOPE OF WORK, including knowledge and experience working on assignments of a similar nature.
- b. Capabilities in the timely mobilization of short-term technical assistance experts and teams.
- c. Organizational systems and procedures are adequate related to: personnel policies and recruitment, travel policies; financial management; project management; contract administration; progress reporting; and other areas in order to successfully comply with contract requirements and accomplish the expected results

Part 2. Past Performance

- a) Description of experience in edible horticulture value chain research, working with A-SMEs and financial institution in development of agri-lending products.
- b) The Offeror shall submit a list of all current contracts and subcontracts and those completed within the last three (3) years that are similar in size, scope and complexity to the SCOPE OF WORK in this RFP. Additionally, for the three most recent similar contracts, the Offeror shall provide the customer's name, contract number, contract value, current postal and e-mail addresses, telephone number and for currently available point of contacts.

IV. INSTRUCTIONS FOR THE PREPARATION OF THE COST PROPOSAL

- A. The Offeror must propose costs that it believes are realistic and reasonable for the work in accordance with the Offeror's technical approach. The Offeror shall provide a complete budget by the cost elements described below using **Annex B - Budget Template**.
- B. All cost and financial data should be fully supported, complete in every detail, and organized in a manner that facilitates review and permits cost analysis. The cost and financial data shall include the following information/data:
- C. The Offeror shall submit as part of its Cost Proposal **Annex A "Evidence of Responsibility"**, completed and signed. See Part 4 of this RFP for a list of annexes.

Part 2: Evaluation Factors for Award

I. GENERAL – PROPOSAL EVALUATION

- A. Part 1 provides guidance to Offerors concerning the documentation necessary to conduct an informed evaluation of each proposal. The Offeror must furnish adequate and specific information in its proposal. A proposal may be eliminated from further consideration before a detailed evaluation is performed if the proposal is considered obviously deficient as to be totally unacceptable on its face or which prices are inordinately high or unrealistically low. In the event a proposal is rejected, the Offeror will be sent a notice stating the reason(s) that the proposal will not be considered for further evaluation.
- B. In conducting its evaluation of proposals, Global Communities may seek information from any source it deems appropriate to obtain or validate information regarding an Offeror's proposal.
- C. Competitive Range: If Global Communities determines that discussions are necessary, Global Communities may establish a Competitive Range composed of only the most highly rated proposals. Global Communities may exclude an offer from the competitive range if it is so deficient as to essentially require a new technical proposal. Global Communities may exclude an offer from the competitive range so unreasonably priced, in relation to more competitive offers, as to appear that there will be little or no chance of becoming competitive. Global Communities may exclude an offer from the competitive range requiring extensive discussions, a complete re-write, or major revisions such as to allow an Offeror unfair advantage over those more competitive offers.
- D. Global Communities reserves the right to award one or more contracts under this RFP on the basis of initial offers without discussions or without establishing a competitive range.

II. BASIS FOR CONTRACT AWARD

A. The evaluation factors presented below will serve as the basis upon which proposals will be evaluated. The relative weight accorded to each factor is expressed in points with 100 points possible.

Criteria		Maximum Score/Points
Technical Proposal	Technical Approach	25
	Team Composition and Qualifications	10
	Organizational Capacity	10
	Past Performance	15
Financial Proposal	Cost effectiveness in relations to services to be provided including reasonableness of proposed daily rates and the Overall cost competitiveness weighed against other technically responsive bids.	40
Total Maximum Score		100

Global Communities will evaluate all proposals received based on the above evaluation criteria. The review may include follow-up questions as well as face to face interviews. Global Communities may enter into negotiations with the Offeror that scores the highest number of points using the criteria above.

B. Offerors are reminded that Global Communities is not obliged to award a contract on the basis of lowest proposed cost or highest technical evaluation score. Although for this procurement technical proposal merits are considered more important than cost relative to deciding who might best perform the work, cost factors and Global Communities prime recipient budget must also be considered. Therefore, after the final evaluation of proposals, Global Communities will make the award to the Offeror whose proposal offers the best value to Global Communities and USDA, considering both technical and cost factors.

Part 3: Scope of Work

1.0 Introduction

The Agribusiness Investment for Market Stimulation (AIMS) program funded by United States department for Agriculture (USDA) and implemented by Global Communities (GC) seeks to bolster trade in key agricultural value chains in Kenya, Tanzania and Malawi by increasing access to finance and markets for small and medium-sized agribusinesses (A-SMEs). AIMS works with stakeholders to channel A-SMEs into commercial agricultural streams, such as financial linkages, value-added processing and commodity trade, to meet intermediate and end-market demand.

To increase and bolster access to finance for A-SMEs, Global Communities works with financial institutions supporting A-SMEs. This is done by enhancing staff agribusiness finance skills through capacity building. One of the key areas of focus is loan product development in line with the market needs.

In this regard, AIMS is working with one of the commercial banks in Kenya to support them in development of agribusiness financial products. To accomplish this AIMS seeks a short term consultant engagement to conduct an extensive secondary research and stakeholder consultations with the aim of establishing various product offerings in the banking sector targeting edible horticulture value chains, these products attributes, suitability and gaps in addressing A-SMEs needs to inform the product development process.

2.0 Objectives

The objective of the assignment is to review prevailing A-SMEs' financial needs and suitability of products targeting edible horticulture value chains in addressing these needs. The outcome shall lead to recommendations by the consultant on responding to existing gaps and opportunities that will inform product development by the financial institution.

3.0 Level of Effort

The assignment will be expected to take a total of 12 man days as outlined below:

Deliverable Description	Expected Days	Man
Secondary research on edible horticulture A-SMEs finance needs.	5 days	
Research on existing edible horticulture finance products in the market	3 days	
Develop a report on the identified A-SMEs needs, market solutions offered by existing finance products, gaps and opportunities to factor whilst developing new products targeting this segment as well as approaches in benchmarking on identified best industry practices.	2 day	
Make a presentation of the findings and recommendations to the Bank management.	1	
Develop a final report on the engagement	1	
Total Man Days	12 days	

4.0 Responsibility for Global Communities

- a) Orientation of the consultant to Global Communities Ethos (Rules & Regulations)
- b) Introduce the consultant to the financial institution
- c) Provide operational and technical oversight
- d) Review and approve the report jointly with the financial institution being supported
- e) Pay its cost share of the consultant fee.

5.0 Responsibilities of the financial institution

- a) Orientation of the consultant to the organization's Ethos (Rules & Regulations)
- b) Provide operational and technical oversight
- c) Review and approve the report jointly with Global Communities
- d) Pay its cost share of the consultant fee as agreed.

6.0 Minimum Qualifications

- a) A degree in Agri-economics, Agribusiness or a relevant business related degree
- b) Excellent knowledge of the edible horticulture value chain
- c) Previous experience working with financial institutions in developing agricultural loan products
- d) At least 5 years working with A-SMEs
- e) Evidence of having done similar work in the past.

-END OF RFP-